



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

February 4, 2020

Marne Rasinen
Ecolab, Inc.
1 Ecolab Place
St. Paul, MN 55102

Subject: Notification per PRN 98-10 – Revise EPA Reg. No. to Read 1677-259. Minor modifications to the master label as requested by California DPR.
Product Name: CW32A RTU
EPA Registration Number: 1677-259
Application Date: October 7, 2019
Decision Number: 559014

Dear Ms. Rasinen:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 for the above referenced product. The Antimicrobials Division (AD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

The label submitted with the application has been stamped "Notification" and will be placed in our records.

Should you wish to add/retain a reference to the company's website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product's label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA's Office of Enforcement and Compliance.

If you have any questions, you may contact Srinivas Gowda at 703-308-6354 or via email at gowda.srinivas@epa.gov.

Sincerely,

A handwritten signature in dark ink that reads "Srinivas Gowda for".

Jacqueline Hardy,
Product Manager 34
Regulatory Management Branch II
Antimicrobials Division (7510P)
Office of Pesticide Programs

Enclose: Stamped Notification Label

CW32A - RTU

(Insert Product Name) is designed for cleaning and sanitizing hard, non-porous food-contact surfaces) (in) (a variety of) (front-of-house) (and) (back-of-house) (applications in foodservice environments). (When following the recommended use directions, it kills norovirus in 30 seconds with no rinse required.)

ACTIVE INGREDIENTS:

Dodecylbenzenesulfonic acid0.0606%

Lactic Acid.....0.1610%

OTHER INGREDIENTS:99.7784%

TOTAL:100.00%

NOTIFICATION

1677-259

The applicant has certified that no changes, other than those reported to the Agency have been made to the labeling. The Agency acknowledges this notification by letter dated:

02/04/2020

KEEP OUT OF REACH OF CHILDREN

CAUTION

(See (back), (side), (inside), (other) (fold-out) (booklet) (hang tag) (product container) (label(s)) (panel(s)) (container) for (complete) (additional) (information) (precautionary statements,) (and) (first aid) (and) (storage and disposal) (container handling and disposal) and (directions for use).)

(Please (refer to) (see) reference sheet for (additional) (directions for use) (information)).

(Note to Reviewer: Language in () is considered optional or interchangeable.)

PRECAUTIONARY STATEMENTS

CIUDADO: Si no puede leer en inglés, pregunte a su supervisor sobre las instrucciones de uso apropiadas antes de trabajar con este producto.

(CAUTION: If you cannot read English, ask your supervisor for the appropriate instructions before handling this product.)

HAZARDS TO HUMANS AND DOMESTIC ANIMALS

CAUTION: Causes moderate eye irritation. Avoid contact with eyes or clothing. Remove and wash contaminated clothing before reuse. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet.

FIRST AID

IF IN EYES: Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing. Call a poison control center or doctor for treatment advice.

(FOR) EMERGENCY (MEDICAL) INFORMATION CALL (TOLL-FREE: (1-800-328-0026),

OUTSIDE NORTH AMERICA, CALL 1-651-222-5352)

(Medical Emergency:) (TOLL-FREE: 1-877-231-2615, or call collect 0 (952) 853-1713)

Have the product container or label with you when calling a Poison Control Center or doctor or going for treatment.

(Note to Reviewer: For containers of 5 gallons or more, the following Environmental Hazards language will appear on the final product label.)

ENVIRONMENTAL HAZARDS: Do not discharge effluent containing the product into lakes, streams, ponds, estuaries, oceans or other waters unless in accordance with the requirements of a National Pollutant Discharge Elimination System (NPDES) permit and the permitting authority has been notified in writing prior to discharge. Do not discharge effluent containing this product in your sewer systems without previously notifying the local sewage treatment plant authority. For guidance contact your State Water Board or Regional Office of the EPA.

DIRECTIONS FOR USE:

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

GENERAL CLEANING:

1. Apply product by (coarse) (trigger) (device) (sprayer) to hard, non-porous surface.
2. Wipe (surface) with a (disposable) (cloth) (wipe) or rinse with potable water or allow to air dry.
3. For heavily soiled surfaces, pre-clean (with) (this product) (insert product name) prior to (sanitizing) (or) (disinfecting).

(FOR) CLEANING AND SANITIZING (FOR) HARD, NON-POROUS FOOD CONTACT SURFACES‡:

-or-

TO SANITIZE (HARD, NON-POROUS FOOD CONTACT SURFACES) ‡:

1. ~~Heavily soiled~~ Surfaces must be pre-cleaned (with) (this product) (or) (a suitable cleaner) prior to sanitizing. (When this product is used as a cleaner,) no rinse is required prior to sanitizing.)
2. To sanitize, spray (this product) (insert product name) 6-8 inches from hard, non-porous surface (by (coarse) (trigger) (device) (sprayer). (Rub (wet surface) with (a) (clean) (brush) (or) (disposable) (cloth) (wipe).
3. Allow surface to remain wet for (not less than) 1 minute.
4. Allow to (drain and) air dry. ((No (water) rinse required). (A water rinse is not required). (If desired, wipe with a (lint free) cloth or paper towel after 1 minute contact time).

(This product will kill **viruses, including *Norovirus**, on hard, non-porous (food contact surfaces) when used according to these directions.)

(NOTE: A clean, potable water rinse following sanitization is not permitted under Section HFS 196.13 of the Wisconsin Administrative Code.)

(FOR) (CLEANING AND) SANITIZING STATIONARY KITCHEN AND FOOD PROCESSING EQUIPMENT:

(Insert product name) (this product) can be used to clean and sanitize hard, non-porous surfaces of equipment such as deli slicers, beverage equipment, ice machines, and dispensers. (Refer to the equipment manufacturer's instructions to determine how to clean and sanitize the equipment in place or to disassemble the equipment for cleaning and sanitizing by immersion.)

1. ~~Heavily soiled~~ Surfaces must be pre-cleaned (with) (this product) (or) (a suitable cleaner) prior to sanitizing. (When this product is used as a cleaner,) no rinse is required prior to sanitizing.)
2. To sanitize, spray (this product) (insert product name) 6-8 inches from hard, non-porous surface (by (coarse) (trigger) (device) (sprayer). (Rub (wet surface) with (a) (clean) (brush) (or) (disposable) (cloth) (wipe).
3. Allow surface to remain wet for (not less than) (1 minute).
4. Allow to (drain and) air dry. ((No (water) rinse required). (A water rinse is not required). (If desired, wipe with a (lint free) cloth or paper towel after 1 minute contact time).

(This product will kill **viruses, including *Norovirus**, on hard, non-porous (food contact surfaces) when used according to these directions.)

(FOR) (1-STEP) (ONE-STEP) (CLEANING AND) SANITIZING (HARD, NON-POROUS,) NON-FOOD CONTACT SURFACES†:

-or-

TO (CLEAN AND) SANITIZE HARD, NON-POROUS, NON-FOOD CONTACT SURFACES† (IN 1 STEP) (IN ONE STEP):

1. Heavily soiled surfaces must be pre-cleaned (with this product) prior to sanitizing. (No rinse is required prior to sanitizing.)
2. To (clean and) sanitize, spray (this product) (insert product name) 6-8 inches from hard, non-porous surface (by (coarse) (trigger) (device) (sprayer). (Rub (wet surface) with (a) (clean) (brush) (or) (disposable) (cloth) (wipe).
3. Allow surface to remain wet for 5 minutes.
4. (Wipe) (dry) (with a lint free cloth or paper towel) (after 5 minute contact time) (and/or) (allow) (surface) to (drain and) air dry. (No (water) rinse required). (A water rinse is not required).

(This product will kill **viruses, including *Norovirus**, on hard, non-porous surfaces when used according to these directions.)

Food Contact Surface Sanitizing (Contact Time: 1 minute)		
	Active Ingredients	
	ppm DDBSA**	ppm Lactic Acid
	527 - 694	1340 - 1910
Bacteria	ATCC Strain	Contact Time
<i>Staphylococcus aureus</i>	ATCC 6538	(1 minute)
<i>Escherichia coli</i>	ATCC 11229	(1 minute)
<i>Salmonella enterica</i>	ATCC 10708	(1 minute)
<i>Escherichia coli</i> O157:H7	ATCC 35150	(1 minute)
<i>Listeria monocytogenes</i>	ATCC 19117	(1 minute)
<i>Campylobacter jejuni</i>	ATCC 33291	(1 minute)
<i>Shigella flexneri</i>	ATCC 29508	(1 minute)
<i>Shigella sonnei</i>	ATCC 11060	(1 minute)
<i>Yersinia enterocolitica</i>	ATCC 23715	(1 minute)
<i>Cronobacter sakazakii</i>	ATCC 12868	(1 minute)
<i>Staphylococcus aureus</i> Community acquired Methicillin Resistant (MRSA)	ATCC BAA-1683	(1 minute)
Non-Food Contact Surface Sanitizing (Contact Time: 5 minutes)		
	Active Ingredients	
	ppm DDBSA**	ppm Lactic Acid
	527 - 694	1340 - 1910
Bacteria	ATCC Strain	Contact Time
<i>Staphylococcus aureus</i>	ATCC 6538	(5 minutes)
<i>Enterobacter aerogenes</i>	ATCC 13048	(5 minutes)
TO KILL NOROVIRUS on (Food) (and) (Non-Food) Contact Surfaces (Contact Time: 30 seconds)		
	Active Ingredients	
	ppm DDBSA**	ppm Lactic Acid
	527 - 694	1340 - 1910
Virus*	ATCC Strain	Contact Time
*Norovirus (Feline calicivirus surrogate)	ATCC VR-782, Strain F-9	(30 seconds)
**Dodecylbenzenesulfonic Acid		

(Note to Reviewer: The parenthesis and repetition of contact times in the tables allow for tables of different formats on the production labels.)

TO DISINFECT HARD, NON-POROUS (FOOD AND NON-FOOD CONTACT) SURFACES:

1. Surfaces must be pre-cleaned (with this product) (or) (a suitable cleaner) prior to disinfecting. (When this product is used as a cleaner, no rinse is required prior to disinfecting.)
2. To disinfect, (apply) (spray) (this product) (insert product name) (to surface by) (hand pump) (coarse) (trigger) (spray) (6-8 inches from (hard, non-porous) surface) (to wet surface).
3. Allow surface to remain wet for 8 minutes.
4. Wipe (dry) with a (disposable) (cloth), (paper towel), or allow to air dry. No (water) rinse required.

DISINFECTING (BATHROOMS) (RESTROOMS) (WASHROOMS):

(This product is recommended for daily use for cleaning and disinfecting washable hard, non-porous (environmental) (non-food contact) surfaces in bathrooms, shower rooms, spas, shower stalls, tubs, tiles, shower doors, shower curtains, restroom fixtures, urinals, restroom floors, bathroom fixtures, sinks and exterior surfaces of toilets.)

(NOROVIRUS) (BODILY FLUID) (EVENT) CLEAN-UP PROCEDURE:

1. Pre-clean soiled surfaces with this product prior to disinfecting.
2. To disinfect, apply product to surface by (hand pump) (coarse) (trigger) (spray) (6-8 inches from surface) to wet surface; let stand for at least 8 minutes.
3. Wipe (dry) with a (disposable) (cloth), (paper towel), (clean mop) (and) (or) drain and allow to air dry. No rinse required for non-food contact surfaces. Rinse food contact surfaces with potable water.

(This product will kill **viruses, including *Norovirus**, on hard, non-porous (food contact) surfaces when used according to these directions.)

Hard Surface Disinfection (Contact Time: 8 minutes)		
	Active Ingredients	
	ppm DDBSA**	ppm Lactic Acid
	527 - 694	1340 - 1910
Bacteria	ATCC Strain	Contact Time
<i>Staphylococcus aureus</i>	ATCC 6538	(8 minutes)
<i>Salmonella enterica</i>	ATCC 10708	(8 minutes)
Viruses*	ATCC Strain	Contact Time
*Norovirus (Feline calicivirus surrogate)	ATCC VR-782, Strain F-9	(30 seconds)
*Influenza A H3N2	ATCC VR-544	(30 seconds)
*Influenza A H1N1	ATCC VR-1736	(30 seconds)
*Influenza B	ATCC VR-1535	(30 seconds)
*Rhinovirus	ATCC VR-1607	(30 seconds)
**Dodecylbenzenesulfonic Acid		

(Note to Reviewer: The parenthesis and repetition of contact times in the tables allow for tables of different formats on the production labels.)

(Note to Reviewer: The following statement will only appear on labels that include medical device or medical equipment surface uses.)

This product is not to be used as a terminal sterilant / high level disinfectant on any surface or instrument that (1) is introduced directly into the human body, either into or in contact with the bloodstream or normally sterile areas of the body, or (2) contacts intact mucous membranes but which does not ordinarily penetrate the blood barrier or otherwise enter normally sterile areas of the body. This product may be used to pre-clean or decontaminate critical or semi-critical devices prior to sterilization or high-level disinfection.

STORAGE AND DISPOSAL

Do not contaminate water, food or feed by storage or disposal.

Pesticide Storage: Store this product in a cool, dry area, away from direct sunlight and heat.

Pesticide Disposal: Pesticide wastes are acutely hazardous. Improper disposal of excess pesticide, spray mixture, or rinsate is a violation of Federal Law. If these wastes cannot be disposed of by use according to label instructions, contact your State Pesticide or Environmental Control Agency, or the Hazardous Waste Representative at the nearest EPA Regional Office for guidance.

Container Disposal: (For containers 5 gallons or less.) Non-refillable container. Do not reuse or refill this container. Triple rinse as follows: Fill container ¼ full with water and recap. Shake for 10 seconds. Drain for 10 seconds after the flow begins to drip. Follow Pesticide Disposal instructions for rinsate disposal. Repeat procedure two more times. Then offer for recycling or reconditioning if appropriate or puncture and dispose of in a sanitary landfill or by incineration.)

(FOR (INDUSTRIAL) (AND) (COMMERCIAL) (USE))

(Country of origin: (insert country))

(Barcode)

(Expiry Date:)

(Manufacturing Date:)

(Do Not Freeze)

(Keep From Freezing)

Net Contents:

32 US FL. OZ (0.9(5) L)

4.0 US FL. OZ. (118.3 mL)

(Made in United States of America) (Made in USA)

(Manufactured) (Distributed) by:

Ecolab, Inc.

1 Ecolab Place

St. Paul, MN 55102-1390 (USA)

www.ecolab.com

EPA Reg. No. 1677-259

EPA Est.: 1677-MN-1 (P), 1677-CA-2 (R), 1677-TX-1 (D), 1677-IL-2 (J), 1677-CA-1 (S), 1677-GA-1 (M), 1677-WV-1 (V), 303-IN-1 (L), 58046-TX-2 (X), 5389-NC-1 (G), 6574-KY-1 (CA), 72806-OK-1(C)

Superscript refers to first letter of date code

(This product may be patented) | (Ce produit peut être breveté) | (Este producto puede ser patentado): www.ecolab.com/patents

(All rights reserved) (© (insert year) Ecolab USA Inc.)

(For Service or additional information, call 1-800-35-CLEAN (352-5326).)

(For SDS information visit: www.cleanwithkeystone.com)

(Distributed by Sysco Corporation)

Optional Marketing Language

Note: *Bold, italicized text is information for the reader and is not part of the label.*

Claims (for cleaning):

- New (and –or- Improved) (!) ***to be used for first 6 months only***
- New (and –or- Improved) Formula (!) ***to be used for first 6 months only***
- (This product) (insert product name) is for (daily) cleaning and (sanitizing) (disinfecting) of (washable) (hard, non-porous) (environmental) surfaces
- Streak-Free (Glass) (Cleaner)
- Great on Glass
- (Daily-Use) (Multi-Surface) (Multi-Purpose) (Multi-Use) (Cleaner) (Detergent) (Sanitizer) (Disinfectant)
- No streaking
- No (dulling) residue
- No filming
- Fragrance Free
- No Fragrance
- (Refreshing)
- (Fresh)
- Mild (odor) (smell)
- Leaves (kitchen(s)) (bathroom(s)) (restroom(s)) (surfaces) clean (and) (sanitary) (fresh)
- Cleans to a streak-free shine
- Cleans to a streak-free shine on (glass) (windows) (mirrors) (surfaces) (faucets) (countertops) (exterior surfaces of appliances) (stainless steel) (furniture) (hard, nonporous ceramic) (hard, nonporous porcelain) (dishes) (melamine) (and) (shiny surfaces).
- One product for cleaning and sanitizing (front-of-house) (and) (back-of-house)

- Cleans (kitchen) (commercial) (industrial) (institutional) (hard) surfaces to a streak-free shine
- Cleans everyday (kitchen) (bathroom) (restroom) dirt, grease and (food) stains
- Cleans tough messes
- Cuts through (tough) grease and grime
- Removes food stains
- Removes streaks (residue)
- (Removes) (cleans) (cuts through) (tough) (greasy) (grease) (kitchen) (bathroom) (restroom) (dirt)(stains) (grime) (soils) (grease) (while leaving a streak-free shine) (in the) (back of house)
- (All-in-1) (2-in-1) (3-in-1) (4-in-1)
- Works quickly
- (Improve) (Improves) (Improves) (Increase) (Increased) (Increases) operational efficiency.
- (Simplify) (simplifies) (simplified) (operation)(cleaning) process.
- (Less training required.) (Worry-free operation). (Well-run operation). (Easy to use). (Easy to train). (Ease of mind).
- (Make) (cleaning)(procedure(s) easier. (Less)(Fewer) (change)out(s).
- Save(s) time. Save(s) labor.
- No harsh fumes
- (Fresh)(pleasant)(nice)(clean)(refreshing) (natural) (smell)(fragrance)
- No (personal protective equipment) (PPE) (gloves) (mask) (masks) (goggles) (protective eyewear) (needed) (required)
- Use solution is non-irritating to (skin) (hands)
- Use solution is (non-corrosive) (and) (non-sensitizing) to eyes and skin) (not a skin sensitizer)
- No (hand wash) (hand washing) (rinse) required (after use)
- Contains no abrasives
- Non-abrasive
- Cleans without scratching surfaces
- Convenient
- Cost effective and time efficient
- Protect(s) (surfaces), (soft) (gentle) to surfaces (including) (insert surfaces from Table 2 or Table 3)
- Cleans without bleaching, protecting surfaces
- (Will not) (Won't) damage surfaces
- For (daily) (everyday) use, (light duty) (or) (hard duty)
- Multi surface (formulation).
- (Revolutionary) (Patented) (acid/anionic-based) (formula) (technology)
- The excellent wettability of this product improves penetration into areas that otherwise might not be reached.
- When used as directed, this product is compatible to use on most surfaces.
- Patent pending, (proprietary), (unique), (one-of-a-kind), (revolutionary), (leading solution), (innovative) (sanitizing) (technology)
- (Create) (build) (a) (clean), (sanitized) dining environment).
- (Improve)(gain)(ensure) (guest satisfaction)
- Brand Protection
- (Help) (build) (create) a stronger brand
- (Efficiency) (Efficient)
- (Helps) ensure (regulatory) (health department) (Food Code) compliance
- (Promotes) (Aids in) (Cleaning) (Efficiency) (Efficient Cleaning)
- (Easy to use.) (Convenient to use.) (Ready to use.) (Easy on surfaces.)
- No dilution required.
- Bottles come with spray heads.
- (Quick) (Easy) (to Use) (Clean-ups)
- (Effective)(for)(Daily)(Use)
- Fast and easy way to clean
- Fast and effective cleaning
- Use every day (throughout the facility)
- Cleaning made easy for all your hard, nonporous surfaces

Claims (sanitizing, disinfecting, viricidal*, antimicrobial):

- Food contact (surface) sanitizer
- (No rinse) food contact (surface) sanitizer
- (Non-food contact (surface) sanitizer)
- (Sanitizes) hard, non-porous food contact surfaces (in) (60 seconds) (1 minute) (with no rinse required)
- (Sanitizes) hard, non-porous non-food contact surfaces (in) 5 minutes (with no rinse required)
- (Disinfects) hard, non-porous (food) (and) (non-food) (contact) surfaces (in 8 minutes) (with no rinse required)

- (Broad spectrum)(foodservice)(disinfectant)
- Use to sanitize hard, non-porous food contact surfaces (no rinse is required) (in) (60 seconds) (1 minute)
- (Easy) (quick) (convenient) way to sanitize
- (One-step) cleaner (and) sanitizer
- Effective against (list any pathogens from Food Contact Surface Sanitizing list, the Non-Food Contact Surface Sanitizing list, or the Hard Surface Disinfection list)
- Effective against NOROVIRUS on (Food Contact Surfaces) (Non-Food Contact Surfaces) (Hard Surfaces)
- Kills $\geq 99.9\%$ of (select from organisms in Non-Food Contact Sanitizing table) (on) (select from Table 2 or Table 3)) (in (select from Table 1)) on Non-Food contact Surfaces.
- Kills $\geq 99.999\%$ of (select from organisms in Food Contact Sanitizing table) (on) (select from Table 2 or Table 3)) (in (select from Table 1)) on Food Contact Surfaces
- Kills 99.999% of (select from organisms in Food Contact Sanitizing table) that cause food borne illnesses (food poisoning)
- Use to (clean) (and) (disinfect) ((select from Table 2 or Table 3)) (in (select from Table 1))
- Use to (clean) (and) (sanitize) ((select from Table 2 or Table 3)) (in (select from Table 1))
- For use as a (cleaner) (and) (sanitizer) on hard, non-porous surfaces (of) (food utensils), (food serving equipment), (dishes), (glasses), (silverware), (sink tops), (countertops), (tabletops), (refrigerated storage), (display equipment), (and) (other hard, non-porous surfaces).
- Antibacterial (action)
- Antimicrobial (action)
- (Bacteria-fighting) formula
- Broad spectrum (disinfectant)
- Cleans and (sanitizes) (disinfects)
- Cleans (and) (sanitizes) (disinfects) (bathroom) (school) (classroom) (restroom) (kitchen) (home)
- (household) (office) (workplace) (environment)
- (Sanitizes) (hard, non-porous) (food contact surfaces) (in) (60 seconds) (1 minute)
- (Sanitizes) (Disinfects)
- (Effective) (bathroom), (restroom), (kitchen), (household), (office), (and) (workplace) (cleaner) (sanitizer) (disinfectant)
- (Germicide) (Germicidal)
- (Bactericide) (Bactericidal)
- (Virucide*) (Virucidal*)
- Kills (the)(common)(cold) and (flu) viruses
- Effective against (the)(common)(cold)(*)Rhinovirus) (-and/or-) (the)(flu) (*)Influenza A)(H1N1)(Swine Flu) (H3N2) (-and/or-) (*)Influenza B)(virus(es)) on (Food Contact Surfaces) (and) (Non-Food Contact Surfaces) (Hard Surfaces) (in) (on) (select locations, sites, and surfaces from Table 1, Table 2 or Table 3)
- (This product) (insert product name) (Kills) (the)(common)(cold)(*)Rhinovirus) (-and/or-) (the)(flu) (*)Influenza A) (H1N1) (Swine Flu)) (H3N2) (-and/or-) (*)Influenza B) (virus(es)) in 30 seconds (at no rinse (food contact) (sanitizing) levels)(,) (no (water) rinse required) (with no need to rinse).
- (This product) (insert product name) is specifically designed to quickly kill (the) (common) (cold) (*)Rhinovirus) (-and/or-) (the)(flu) (*)Influenza A)(H1N1) (Swine Flu))(H3N2) (-and/or-) (*)Influenza B)(virus(es)) (in public eating places) (in) (Front of House) (and) (Back of House).
- 30 second kill for (the)(common)(cold)(*)Rhinovirus) (-and/or-) (the)(flu) (*)Influenza A)(H1N1) (Swine Flu))(H3N2) (-and/or-) (*)Influenza B)(virus(es)) (,) (no (water) rinse required) (with no need to rinse).
- (This product) (insert product name) is a dilutable concentrate that (kills) (is effective against) (the)(common)(cold)(*)Rhinovirus) (-and/or-) (the)(flu) (*)Influenza A)(H1N1) (Swine Flu))(H3N2) (-and/or-) (*)Influenza B)(virus(es)) (on) (food contact) (non-food contact) (hard) surfaces (in 30 seconds) (at no rinse (food contact) (sanitizing) levels)(,) (no (water) rinse required) (with no need to rinse).
- This (cleaner) (detergent) (sanitizer) combines cleaning and (sanitizing) (in one product) (in two steps)
- This product is a (cleaner) (detergent) (sanitizer) (disinfectant) which combines cleaning, (sanitizing) (disinfecting) and (stain) (soil) removal in one product
- (This product) (has) The power to clean (tough) (bathroom) (school) (classroom) (restroom) (kitchen) (home) (household) (office) (workplace) (grime) (dirt) (soils) and kill (germs) (bacteria) (viruses*)
- (This product) (insert product name) is a (cleaner) (sanitizer) (disinfectant) (virucide*) that is effective against a broad spectrum of (food) (and) (non-food) (contact) pathogens. (Refer to list of microorganisms on this label for appropriate contact time).
- This product is an effective no-rinse final sanitizer on food contact surfaces
- This product can be used as a disinfectant on food contact surfaces (without a rinse).
- This product is an effective no rinse (final) sanitizer on (sink tops), (countertops), (tabletops), (refrigerated storage), (display equipment), (food processing equipment), (shake machines), (ice machines), (beverage dispensers), (slicers) (and) (other) hard, non-porous surfaces).
- (This product) (insert product name) (Helps) (Reduce)(s) the risk of cross-contamination

- (This product) (insert product name) is a (multi-surface) (cleaner) (detergent) (sanitizer) (disinfectant) (virucide*)
- (Disinfects) (Sanitizes) kitchen surfaces (and) (kitchen) (floors).
- (Kills) (destroys) (removes) (reduces) bacteria without leaving a residue.
- (Kills) (destroys) (removes) (reduces) bacteria on commonly touched surfaces that can be transfer points for (bacteria) (and) (viruses*) (such as doorknobs, telephones, keyboards and light switches).
- (This product) (insert product name) is for use as a (cleaner) (detergent) (sanitizer) (disinfectant) (virucide*) (on) hard, non-porous surfaces (in) (public eating places), (kitchens), (and) (on) (dairy processing equipment) / (food processing equipment and utensils)
- (This product) (insert product name) is for use as (no rinse) (a sanitizer) (and) (as) a (no rinse) disinfectant on hard, non-porous on (food) (and) (non-food) (contact) (surfaces.)
- (This product) (insert product name) is for use as a sanitizer in bottling and beverage dispensing equipment.
- For (broad spectrum) (no rinse) disinfection (and cleaning) of hard, non-porous surfaces (according to the AOAC Germicidal Spray Test method) (in 500 ppm hard water).
- For (broad spectrum) (no rinse) disinfection (and cleaning) of hard, non-porous surfaces (according to the AOAC Use Dilution Test method) (in 500 ppm hard water).
- This product is a highly effective, economical and convenient (germicide) (bactericide) (virucide*) (for use (in) ((select from Table 1) (on) (select from Table 2 and/or Table 3))
- Dual active (ingredients)(system)
- (This) (Insert Product Name) (contains a) dual active (ingredient) system that is effective against (Cold)(and) (Flu)(viruses) in 30 seconds (with no rinse required)
- (This) (Insert Product Name) (contains a) dual active system that is an effective Food (and Non-Food) Contact Surface Sanitizer (on hard non-porous surfaces) (with no rinse required)
- (This) (Insert Product Name) (contains a) dual active system that is an effective hard surface disinfectant (with no rinse required) (when diluted to spray application concentration)
- (This) (dual active) (ingredient) (system) (kills) (is effective against) (insert organisms from tables above)
- Patented (no rinse) (disinfecting) (sanitizing) technology
- Multi Use Cleaner
- No Rinse Sanitizer
- No Rinse Disinfectant

Claims – Norovirus

- Effective against Norovirus on (Food Contact Surfaces) (Non-Food Contact Surfaces) (Hard Surfaces)
- Kills Norovirus in 30 seconds (at no rinse (food contact) (sanitizing) levels).
- (This product) (insert product name) kills (norovirus) (Norwalk-like virus) (Feline calicivirus)) in 30 seconds.
- (This product) (insert product name) is specifically designed to quickly kill norovirus (including) (Norwalk-like virus) (Feline calicivirus) (in public eating places) (in) (Front of House) (Back of House)
- (Kills) (effective against) Norovirus (in 30 seconds) on (hard) (food contact) (and) (non-food contact) surfaces, (no (water) rinse required.)
- (Kills) (effective against) Norovirus (in 30 seconds) on (hard) (food contact) (and) (non-food contact) surfaces with no need to rinse.
- 30 second Norovirus kill (, no (water) rinse required)
- (This) (Insert Product Name) (contains a) dual active system that is effective against (Norovirus) in 30 seconds (with no rinse required).

Claims – General

- (Revolutionary) (revolutionizing) (game changing)
- (Removes) (Attacks) (Gets rid of) (Melts away) tough ((bathroom) (restroom) (school) (kitchen) (hotel room) (office) (workplace) (dirt) (soils) (grime) (and other common soils)) (!)
- Tough on (soap scum) (and) (soils) (and) (grease)
- Commercial Product(s)
- Patent number(s) (insert patent number)
- Patent pending
- Acid anionic system
- (This) Acid anionic system has increased tolerance to soil loading and hard water conditions
- Convenient to use – easily proportioned through sprayers or injection meters
- Registered as a no-rinse sanitizer for use on hard, non-porous food contact surfaces
- Formula ingredients contain no phosphorus
- This product (insert name) is phosphate (phosphorus) free
- Product requires no (PPE) (personal protective equipment)
- (Convenient) (Ready to use)
- Non-corrosive to hard surfaces

- (Soft) metal safe
- Saves money
- Saves time and labor
- The non-corrosive formula enables its use on hard, non-porous, food contact surfaces as a sanitizer
- Useful for a wide variety of applications (as listed on the product label)
- No (harsh fumes) (accidental whitening)
- All-in-one
- Streak free (shine)
- Leaves surfaces (shiny) (clean)
- For (daily) (everyday) use
- Use for wiping (bathroom) (kitchen) counters
- (easy) (quick) (convenient) to use
- Non-chlorine or quats formula.
- Will not bleach clothing or colored surfaces.
- Contains no bleach, ammonia, peroxide or quats
- Bleach free (formula)
- Alcohol free (formula)
- Phenol free (formula)
- Phosphorus (phosphate) free (formula)
- Contains no phosphates (phosphorus)
- This product will not harm most (washable) surfaces. (Test a small area on surface first)
- The excellent wettability of this product improves penetration into areas that otherwise might not be reached.
- When used as directed, this product is compatible to use on most surfaces.
- Great for (all around) the (kitchen) (bathroom) (front of house) (back of house)
- Cleans everyday kitchen messes like dirt, grease and food stains. Cuts through tough grease and grime.
- (This product) (insert product name) removes dirt, burnt oil, grime and food soils in food preparation and processing areas.
- Non-abrasive formula will not harm (scratch) surfaces.
- Fragrance free
- (This product) (insert name) is not recommended for use on marble.
- (Removes) (Cleans) (the following): body oils, coffee, (cooking) (oils), dirt, fecal matter, food (residues) (soils), fruit (juice) (stains), grease, mold stains, (other) (soils) (stains), rust, tea, urine
- Regular, effective cleaning and sanitizing of (equipment), (utensils), and (work) (or) (dining) (surfaces) minimizes the potential for (cross-contamination) (contaminating) food during (preparation), (storage), (or) (service) on treated surfaces.
- Effective cleaning will (remove soil) (and) (prevent) (the) (accumulation) (of) (food) (residues), (which) (may)(decompose).
- Application of effective sanitizing procedures reduces the potential for (transfer) (cross-contamination), (either directly) through food contact surfaces (or) (indirectly) (through food).
- To (prevent) (reduce) cross-contamination, (kitchenware) (utensils) (food preparation areas) (and) (equipment) (food-contact surfaces) must be cleaned and sanitized after each use (and following any) (interruption of operation) (event) where contamination may have occurred.)
- Where equipment and utensils are used for the preparation of foods (on a continuous or production-line basis), these (utensils) (and) (food) (preparation) (contact) (surfaces) (of equipment) must be cleaned and sanitized at intervals throughout the day (on a schedule) (based on food temperature), (type of food), (and) (amount of food particle accumulation).
- VOC Compliant
- Simplified cleaning procedure
- Reduced cleaning time

Table 1 - Use Locations: (where to use this product) (for use around -or- in -or- throughout the)

<ul style="list-style-type: none"> • (Barber) (Beauty) Shop(s) • (Dental) (Medical) Office(s) • (Dentist's) (Doctor's) (Physician's) Office(s) • Airplane(s) • Airport(s) • Athletic Facilities • Bar(s) • Bathroom(s) • Beverage Plants 	<ul style="list-style-type: none"> • Dining (rooms) (halls) • Dorm rooms (dormitories) • Eating Establishments • Exercise Facility (Facilities) • Factories • Fast food operations • Fitness Center(s) • Food preparation areas • Food Processing Plant(s) • Food storage areas 	<ul style="list-style-type: none"> • Mobile homes • Motel(s) • Nurseries • Nursing Home(s) • Office (Building) (s) • Prison(s) (jails) • Public Facility (Facilities) • (Public) Restroom(s) • Railcars
---	---	--

<ul style="list-style-type: none"> Boat(s) Break rooms Bus(es) Business(es) and office buildings Cafeteria(s) Camp Ground(s) Child care (centers) (facilities) Children's play area Clinic(s) Coffee (donut) (bagel) Shops College(s) Commercial Kitchen(s) Convenience Store(s) Correctional Facility (Facilities) Cruise ships Day care (centers) (facilities) Delis 	<ul style="list-style-type: none"> Grocery Stores Gyms (gymnasium(s)) Health Club(s) Hospital(s) Hotel(s) Housekeeping -and/or- Janitorial Rooms Institutional Facilities Institutional Kitchen(s) Institutions Kindergartens Kitchen(s) Laundromat(s) Laundry room(s) Liquor (convenience) stores Locker Room(s) Lunch rooms Medical Related Facilities Military (installations) (locations) 	<ul style="list-style-type: none"> Recreational Center(s) (Facility) (Facilities) Rehabilitation Center(s) (Facility) (Facilities) Restaurant(s) Salon(s) (Beauty) (Schools) (Universities) Shelters Ship(s) (Shower) (Bath) Area(s) Smokehouses Snack bars Supermarkets Tanning Salon(s) Taxi(s) Trailers Train(s) Transportation Terminal(s) Trucks (box trucks) USDA inspected food processing facilities Washrooms
---	---	---

Table 2: USE SITES: (Use on hard, non-porous surfaces) (the product will not damage:)

†NON-FOOD CONTACT SURFACES (3-compartment sink) (mop sink) (hand wash sink) (handle(s)) (fixtures) Appliances, exteriors Basins (Bath) Tubs Bathroom (counter tops) (surfaces) Bathroom fixtures Hard, Nonporous Bathroom Tile Bathroom Floor(s) Bed Frame(s) Bed Rail(s) Beds (Medical) (Hospital) Benches Booster chairs (seats) Buckets Cabinets Chairs (Child) car seats, hard surfaces Children's toys (Classroom) Desks (Classroom) table (tops) Cleaning tools Computers Conductive Flooring Countertop laminates Cribs (Diaper) Changing tables Diaper Pail(s) (Dining room) (lunch room) table(s) (tops) Doorknobs (handles) (push plates) Drinking Fountains Equipment tables Exercise Equipment Exhaust (Fan) (Hood) Faucets	Fixtures (Chrome) (Steel) Floors (No Wax) (Washable) Garbage (Can) (Pail) Grills Grocery Carts Handle(s) (of) (equipment doors) (operating push pads) (dispensers) (beverage dispensers) (freezer(s)) (walk-in) (refrigerators) (towel dispensers) Highchairs (trays) Jungle gyms Hard, Nonporous Kitchen Tile Laundry hampers Light (Fixtures) (switches) (Medical) (Hospital) Lamp(s) Exterior surfaces of microwave ovens Mirrors Over-bed tables Patio Furniture (Except Cushions and Wood Frames) Picnic Table (Non-Wood) Play Tables Playhouses Playpens Potty (training) seats (chairs) Recycling Bin(s) Refrigerated storage and display equipment Refrigerators, (exteriors) (interiors) Rehabilitation Areas Remote controls Shower (stalls) (fiberglass)	Shower curtain(s) Sink(s) (fiberglass) (bathroom) (kitchen) (stainless steel) Stand(s) Soap dispenser(s) (push plates) Stethoscope(s) Storage areas Strollers (handles) Table(s) (picnic tables) Telephone(s) (keypads and handsets) Hard, Nonporous Tiles Toilet(s) Bowl(s) exterior (rims) Toy boxes Toys Trash (receptacle(s)) (bins) Tubs (fiberglass) Urinal(s) Vanity (Top) Walker(s) Walk-in refrigerator(s) (freezer plastic curtains) Walls (Washable) Cupboards (Washable) Door(s) (Washable) Kitchen Surfaces (Washable) Railings (Washable) Trim(ming) (Washable) Walls Waste containers Wheelchair(s) Whirlpool (bathtubs) (tubs) (units) Window(s) (Sills)
--	---	---

Fiberglass sinks, tubs and showers		
¥ FOOD-CONTACT SURFACES		
Bakery equipment	(Dining room) (lunch room) table(s) (tops)	Packaging equipment
Beverage bars (equipment)	Dishes (dish racks)	Plastic food storage containers
Beverage dispensing equipment	Eating utensils	Pots and pans
Bins	(Food) (dairy) cases	Racks
Blenders	Food dispensing equipment	(refrigerated) food display equipment
Bread (cutting) (slicing) machines	(Food) processors	Refrigerator bins used for meat, fruit, vegetables and eggs
Buffet counters	Food preparation utensils and wares	Refrigerators (interiors of)
Canning equipment	(Food) trays	Salad bars
Carts	Freezers	Silverware
Chiller tanks	Frozen drink (beverage) machines	(Slurpy) (ICEE) Machines
Chopping blocks, plastic and other non-porous materials	Fryers	Snack (counters) (tables)
Coffee and tea equipment	Glassware	(soft serve) (ice-cream) (yogurt) machines
Concession equipment	Grills	Steam tables
Countertops (counters)	Ice chests	Stoves (stovetops)
Conveyor systems	Ice machines	Tanks
Cooking utensils	Ice scoops	Toasters
Coolers	Juicers	Tupperware ®
	Kitchen (equipment) (appliances) (counters)	Warming equipment
	Meat (cutting) (slicing) machines	
	Microwave ovens	
	Mixing equipment (mixers)	

Table 3 - USE SURFACES (recommended to test a small portion of the surface with product before use):

<ul style="list-style-type: none"> Aluminum Baked Enamel Chrome Corian Enamel Floor surfaces Flexible non-porous surfaces Formica Glass (Surface)(s) Glazed (Ceramic) Tile Glazed Enameled Surface(s) Glazed Porcelain Laminate(s) Laminated Surface(s) Linoleum 	<ul style="list-style-type: none"> Marlite Metal (Blinds) (countertops) Mirrors Plastic (such as polystyrene, polyethylene, poly(vinyl)chloride, or polypropylene) Plastic Laminate Plexiglass ® Resilient Flooring Sealed Fiberglass Sealed Granite Sealed Grout Sealed limestone Sealed marble 	<ul style="list-style-type: none"> Sealed slate Sealed stone Sealed terra cotta Sealed terrazzo Sealed woodwork Stainless Steel Synthetic – or- Cultured Marble Vinyl Tile Not recommended for use on Marble
---	--	---



Graphics:

EMERGING VIRAL PATHOGEN CLAIMS:

The statements below shall only be communicated through technical literature distributed exclusively to health care facilities, physicians, nurses, and public health officials, “1-800” consumer information services, social media sites, and company websites (non-label related). These statements shall not appear on marketed or final print product labels.)

- (Insert product name) has demonstrated effectiveness against viruses similar to (name of emerging virus) on hard, (porous) (and) (&) (or) (non-porous) surfaces. Therefore, (this product) (insert product name) can be used against (name of emerging virus) when used in accordance with the directions for use against *Norovirus at a 30 second contact time on (hard, porous (and) (&) (or) non-porous) surfaces. Refer to the (CDC) (OIE) website at (insert pathogen-specific website address) for additional information.

- (Insert name of illness or outbreak) is caused by (insert name of emerging virus). (Insert product name) kills similar viruses and therefore can be used against (insert name of emerging virus) when used in accordance with the directions for use against *Norovirus at a 30 second contact time on (hard, porous (and) (&) (or) non-porous) surfaces. Refer to the (CDC) (OIE) website at (insert pathogen-specific website address) for additional information.

(Communication of these statements may begin upon CDC or OIE website notification identified under Section V of the Guidance of an outbreak of an emerging small non-enveloped, large non-enveloped, and/or enveloped viral pathogen.)

(Communication will cease and all non-label communications intended for consumers no later than 24 months after original notification of the outbreak on the CDC or OIE website, unless the agency provides guidance to the contrary due to continued public health concerns.)